



Riccardo Spina
nycspina@gmail.com

415 794 8921

We live in a world where styles change constantly and fresh ideas are always in demand. Professionals in every field, especially media, must be aware of these changes and possess the flexibility, network and imagination to stay ahead of the trends.

I've worked on the challenge of maximizing consumer dialogue in all my projects. I'm interested in identifying unmet needs, strategizing and articulating a vision that supports them and prioritizing and executing a set of initiatives. I'm seeking opportunities that offer a chance to provide innovative solutions that grow and expand a company's brand experience and help acquire new and larger market share.

I know your efforts strive to create only the brightest and most innovative team. I also know that I have the training, ability and experience it takes to deliver compelling ideas and new media brand strategies for your company. My foundation education in media and my twenty years of brand experience have taught me how to bring ideas to life on time and under budget.

At my most recent job at Wal-Mart I was responsible for the strategy, development and operational execution of all new media marketing for the company. I directed their multiple agency partners and media agency to ensure that any digital experience a consumer received from Wal-Mart was on brand and on strategy. It was my role to ensure strategic, clever, cost-effective solutions were delivered keeping Wal-Mart competitive in the online space. In my current role at Sun I am directing the brand and advertising efforts for multiple products including Java, SunCloud technologies and Sun open source and community efforts.

I've pushed the limits of technology and experimented with how consumers behave and respond. Finding endeavors that allow me to continue this work is what I'm about and want to do. I find it fulfilling to know I've created the means and experience to reach consumers and deliver brand value.

I encourage you to explore my website for some case studies at <http://www.rspina.com/RiccardoSpina/> which shows how I've turned ideas into reality.

I'd appreciate the chance to meet with you to discuss how I could be a vital part of any business. You may reach me at the above telephone number or e-mail address.

Thank you for your consideration. I look forward to speaking with you.

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San Francisco, CA
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415-794-8921

Brand Creative Director / Sun Microsystems 2009

I am currently responsible for the creative global brand management of Sun products. My role includes directing creative of branded materials, recommending strategies for product lines and brand extensions and approving agency created materials for brand accuracy.

- Working with integration team for Oracle/Sun acquisition transfer

Senior Director New Media / Wal-Mart 2005 -2008

I was responsible for the strategy, development, execution and management of all new media marketing for the global Wal-Mart brand. I directed our multiple agency partners and media agency to ensure all digital experiences seen by consumers were on brand and aligned to global strategy. It was my role to ensure strategic, innovative, cost-effective solutions were delivered in a timely manner keeping Wal-Mart competitive and current in the online space.

Responsibilities and Accomplishments

- Lead the launch of Walmart.com in 2005 to current site incorporating new media capabilities and tools.
- Managed an annual media budget of \$45MM, responsible for reporting on the measurement and tracking of performance, project operating costs & budget forecast including percent of mix sales, cost per effort and labor costs.
- Oversee general market and multi cultural online media efforts with 6 agency partners.
- Authored 3-year strategic map for online media directives for Wal-Mart stores integrating new media efforts into all communications channels traditional and new.
- Served as the link between traditional and new media marketing leading home office team by evangelizing platform and educating senior management.
- Pioneered development of Community dialogue through new media with user reviews from Wal-Mart customers creating feedback loop that served to inform merchandising and marketing decisions.
- Launched Toyland, a multi-platform new media marketing effort created to showcase product offerings and develop a dialogue between moms and kids leading to highly successful 2006/2007 Holiday store sales.

Intuit / Creative Director Mountain View, CA 2002 - 2005

- Centralize in-house Marketing capabilities under one department; institute and author policies and procedures for operational success.
- Drive cross-functional Process Excellence strategy using consumer centric methodologies, allowing ideas, innovations and solutions to be developed and implemented.
- Design and execute new strategic marketing solutions to increase awareness of Intuit brand in the consumer arena.
- Solve specific sales and marketing needs of business units within retail and business channels to increase market share of top tier products.

Walt Disney Internet Group / VP Online Creative Group Sunnyvale, CA 2000 - 2002

- Drive the creative process, and promote new media and design principles for the new GO.com and the Walt Disney Internet Group family of sites (ABC News, ESPN).
- Work with senior management of Disney to build solutions and strategies for multiple Internet properties and develop solutions utilizing the integration of multiple new media assets on various technology platforms.

Cnet / Creative Director San Francisco, CA 1996 - 2000

- Responsible for look and feel generation of the NBC Internet network of sites.
- Responsible for look and feel generation of Snap.com from NBC. Work with management to shape and evolve the conceptual, business, & esthetic direction of search portal.
- Develop and strategize the design of multiple CNET websites including Builder.Com, Computers.Com and News.com

Resource Interactive / Creative Director Columbus, OH 1994 - 1996

- Direct and strategize the development, design and creation of an online service (WOW by CompuServe) and the redesign of CompuServe.
- Direct the development of direct mail campaigns and launch strategies for consumer software applications for Apple, CompuServe and Adobe

Limited Stores / Graphics Director Columbus, OH 1992 - 1994

- Develop marketing strategies and creative for in-store marketing campaigns for brand re-design.
- Arrange, direct and produce photo shoots for in-store marketing and packaging.

The Gap / Graphics Director New York City, NY 1989 – 1991

- Assist product development team in restructuring and repositioning the marketing plan and brand strategy of the original Banana Republic after acquisition by Gap Inc to current Banana Republic look.
- Creative development of product in conjunction with the new brand strategy.

Macys / Senior Art Director New York City, NY 1984 - 1989

- Assist product development team designing private label merchandise marketing and packaging.
- Develop labels and graphics in conjunction with the private label brand strategy.
- Interior shop design, interior signage and circular advertising design.

Education

Parsons School of Design, New York City

Associates Arts & Sciences, 1983

- Graphic and Advertising Design